Remedy – The Navy’s CRM

What is CRM?

- Customer Relationship Management:
  - the way in which a company manages interactions with its customers.
- A successful CRM solution depends on:
  - the ability to interact with customers through any channel they choose,
  - a way to track and maintain real-time records of customer interactions so a complete view of the customer can be established.
- Effective CRM delivers the personalized, informed service on-demand that customers expect.
- An informed response comes from a system that provides a complete profile of the customer, including all past and ongoing interactions, regardless of the medium.

Why is the Navy is doing CRM?

The Chief of Naval Operations in his 2004 Guidance directed that NAVSEA, as part of Sea Warrior, establish Navy Distance Support processes through the effective use of eBusiness and collaboration tools to improve Fleet readiness.

(1) Providing the fleet a single point-of-entry and process for all technical, logistics, administrative, and personal support - 24/7/365.

(2) Establishing the structure and business process for dynamic bi-directional data and information exchange, collaborative fleet support infrastructure, and a shared data environment **(CRM – Remedy).**

(3) Generating proactive product, service and process change to reduce Total Ownership Cost (TOC), decrease workload afloat, improve Operational Availability (Ao), and advance Quality of Service / Life.

(4) Gaining dynamic, real-time and historical support data and information to facilitate resource allocation and support decisions.

Why should the Navy use CRM:

- Execution of the Navy's CRM Strategy creates a Shared Data Environment.
- A Shared Data Environment implies at least a common business culture.
- Commands that use same business terminology and share similar expectations and responsibilities are more productive and efficient.
- Over time better cooperation among commands leads to enhanced features and functionalities in their assets.
- *Measurably* improving day-to-day Navy business.

Why should all Warfare Centers Use Remedy:

- The total cost of installing remedy is $228K
  - Includes buying dual servers / licences / startup programming and integration services
- Using Remedy CRM, engaging in the CRM strategy employed by Distance Support a Warfare Center can avoid an average of $312K per month.
- The potential cost benefits are in excess of $20M per year.
- The total potential ROI of 100:1 in the first year.

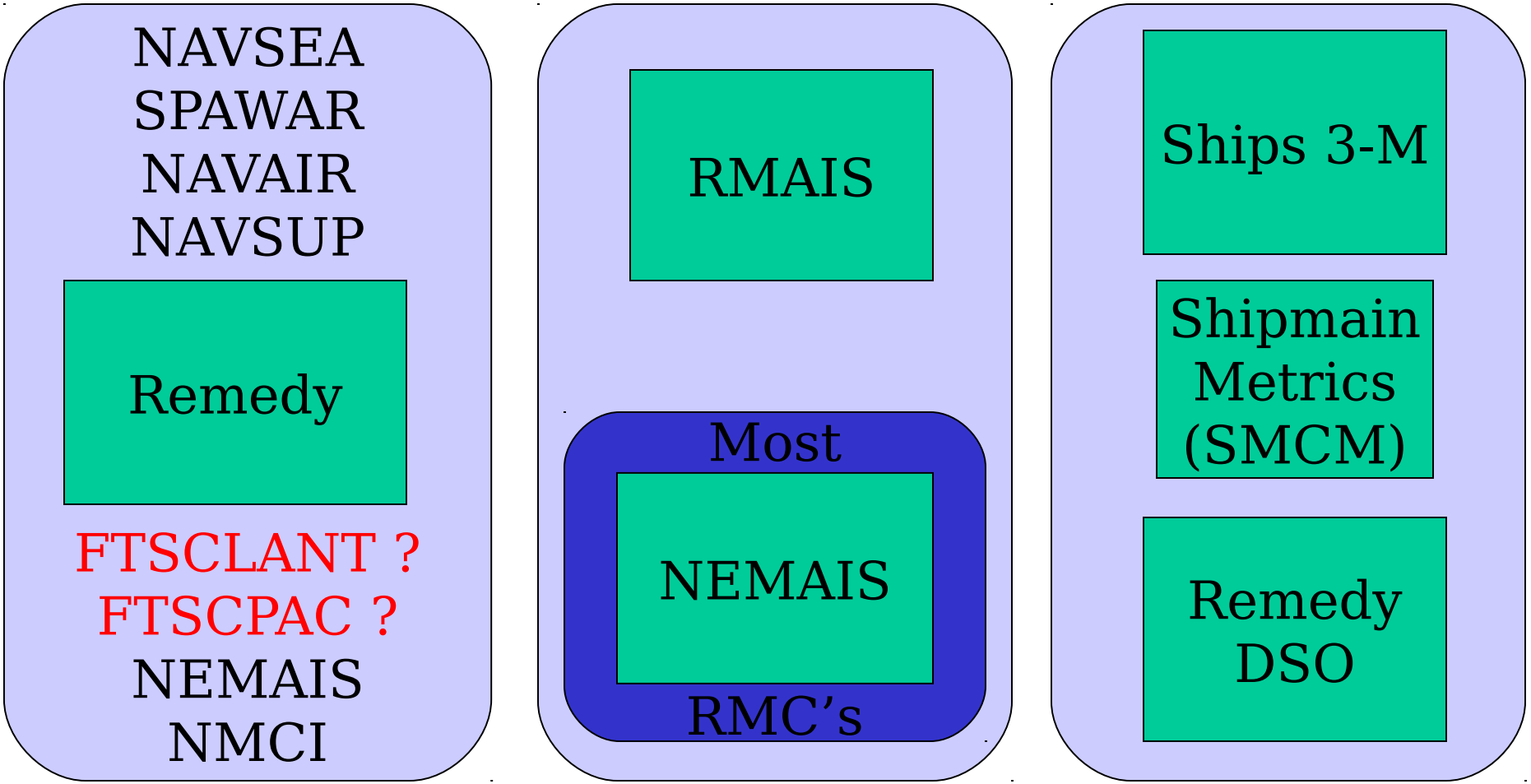
Why Remedy?

- The decision to standardize CRM on Remedy is based on the following:
  - Compliancy with current and future standards
  - REMEDY being an identified SAP CRM solution partner
  - Ease of implementation
  - The number of existing and future Navy REMEDY users
  - Cost
- Purchase and Implementation of a Remedy system is 42% cheaper than with SAP (typical 300 user system, IAW Feddata [www.feddata.com] GSA pricing schedule).
- If the rest of the Navy were to convert to SAP, conversion and integration will take another 18 to 36 months and cost >$20M (based off current SAP licensing cost for the current installed user base).

Plan ?

CRM – Collaborative Environment

Metrics – Analysis for Improvement



Metrics – Gap Analysis Matched / "Mapable" Fields

	Data Element	Length	Type	Definition / Comment	Entered by Customer	System / Workflow Generated	Entered by POC	OPNAV 4790/2k
1	APL	13	AN	APL - RIC	see para. 2.4.1.4	see para. 2.4.1.4		block 3, APL/AEL
2	EIC	7	AN	EIC code	see para. 2.4.1.4	see para. 2.4.1.4		block 14, EIC
4	Noun Name	250	Text	Noun Name of System/Part	see para. 2.4.1.4	see para. 2.4.1.4		block 5, Equipment Noun Name (EIC, AN desig or abbrev., 16 char)
6	JCN	14	AN	Job Control Number from 3M system	X			blocks 1 - 3 1=Ship's UIC, 2=Work Center, 3=Job Seq #
8	Date/Time Open	Remedy Default Format	Date/Time	When ticket is generated		X		block 17, When Discovered Date
9	Priority	2	Slection	1 thur 4 per DTG 162034Z OCT 02 from COMNAVSURFOR SAN DIEGO CA	X			block 41, Pri (see also block 43, Integrated pri)
10	Customer POC	50	Text	Name, single field	X			block 38, First Contact/Maint. Man
11	Customer Designator	2	Slection	CIV, CIV-Govt, Cont, E1, E2, E3, E4, E5, E6, E7, E8, E9, W1, W2, W3, W4, O1, O2, O3, O4, O5, O6, O7, O8, O9, O10, FMS	X			block 39, First Contact/Maint. Man - Rate
12	Customer Activity Name	100	Text	NICC will provide table	see para. 2.4.1.6	see para. 2.4.1.6		block A, Ship's name
13	Customer UIC	8	AN	NICC will provide table	see para. 2.4.1.6	see para. 2.4.1.6		Map from JCN
16	Ship/Sqd Type & Number	10	AN	NICC will provide table	see para. 2.4.1.6	see para. 2.4.1.6		block B, Ship's Hull Number
17	Problem Subject	128	Text	Like the Subject Line in an email	X			block 37, CSMP summary (condensed prob summary)
18	Problem Description	4000	Text	Unclassified - free form customers request for help	X			block 35, Remarks /Description (see also Problem Resolution Summary)
33	Status Date - New	Remedy Default Format	Date/Time	System Generated - hidden field		X		block 17, When Discovered Date (Julian)
37	Status Date - Close	Remedy Default Format	Date/Time	System Generated - hidden field		X		block 31, completion date (Julian)
42	Problem Resolution Summary	2000	Text	SOS summary of what was done			X	block 35, Remarks /Description (see also Problem Description)

Gap Analysis – Unmatched Fields

	Data Element	Length	Type	Definition / Comment	Entered by Customer	System / Workflow Generated	Entered by POC	OPNAV 4790/2k
7	Tracking Number	15	AN	4 Character Entry Point Identifier plus 11 numeric sequentially assigned		X		
14	Customer Phone	20	Number	(if no email)	1	1		
15	Customer Email	50	Text	(if no phone)	1	1		
19	Subject ID - Pre	2	Selection	See Subject Code Listing (Appendix I)	X			
20	Subject ID - Post	2	Selection	See Subject Code Listing (Appendix I)			X	
21	CASREP	DTG	AN	When applicable	X			
22	Date/Time Closed	Remedy Default Format	Date/Time			X		
23	Status	2	Selection	New, Assigned, Inprogress, LTI, Rec Closed, Closed, Canceled, Transferred, Re-Opened			X	
24	Status Counter - New	Remedy Default Format	Integer	Workflow Generated - hidden field		X		
25	Status Counter - Assigned	Remedy Default Format	Integer	Workflow Generated - hidden field		X		
26	Status Counter - In Progress	Remedy Default Format	Integer	Workflow Generated - hidden field		X		
27	Status Counter - Recommend Close	Remedy Default Format	Integer	Workflow Generated - hidden field		X		
28	Status Counter - Close	Remedy Default Format	Integer	Workflow Generated - hidden field		X		
29	Status Counter - Cancelled	Remedy Default Format	Integer	Workflow Generated - hidden field		X		
30	Status Counter - Transferred	Remedy Default Format	Integer	Workflow Generated - hidden field		X		
31	Status Counter - LTI Assigned	Remedy Default Format	Integer	Workflow Generated - hidden field		X		
32	Status Counter - Re-Open	Remedy Default Format	Integer	Workflow Generated - hidden field		X		
34	Status Date - Assigned	Remedy Default Format	Date/Time	System Generated - hidden field		X		
35	Status Date - In Progress	Remedy Default Format	Date/Time	System Generated - hidden field		X		
36	Status Date - Recommend Close	Remedy Default Format	Date/Time	System Generated - hidden field		X		
38	Status Date - Cancelled	Remedy Default Format	Date/Time	System Generated - hidden field		X		
39	Status Date - Transferred	Remedy Default Format	Date/Time	System Generated - hidden field		X		
40	Status Date - LTI Assigned	Remedy Default Format	Date/Time	System Generated - hidden field		X		
41	Status Date - Re-Open	Remedy Default Format	Date/Time	System Generated - hidden field		X		
43	SOS Activity	69	Text	Support Provider Activity		fr. SOS Matrix	fr. SOS Matrix	
44	Long Term Issue Code	2	Selection	Awaiting Platform Availability, Awaiting Technical Personnel, Logistics - Parts, Logistics – Documentation, Logistics - Test Equipment, Logistics – OSS, Funding, Training, Awaiting Technical Solution, System/Equipment no longer supported, awaiting soft			X	
45	ECD	mmddyyyy	Date	Estimated Completion Date - if open longer than 2 weeks			X	
46	Work History	Memo	Text	Documentation of what was done during processing of ticket			X	
47	TYCOM Resolution?	2	Text	Ask Customer - Y / N / NA			X	
48	Did this result in an onboard assist?	2	Text	Pick List - Distance Support Only, Distance Support Transition to Onsite, Onsite Only			X	
49	Method of Request	2	Selection	Phone, Secure Phone, E-mail, SIPRNET E-mail, Web, Naval Message, FAX, NIPR Chat/VTC, SIPR Chat/VTC, Ship Visit (Local), Ship Visit (Travel), Tech Solutions, Written Request, Walk-in, Predictive, Other			X	

Questions / Points to Ponder

- Timeliness of Data Sharing from RMAIS / NEMAIS (for visibility)
- How will RMCs pass work to Activities outside of RMC (ISEAs / SYSCENs / OEMs) ?
- Inherent difference between Assist and Maintenance